

Danielle Yuthas

Senior Digital Media & Marketing Specialist @ WellBiz Brands



WellBiz Brands Inc. is one of the largest health and wellness franchise organizations in the United States.

- Elements Massage™
- Fitness Together®
- FIT36®



Challenge:

Custom Reports with Scalable Execution

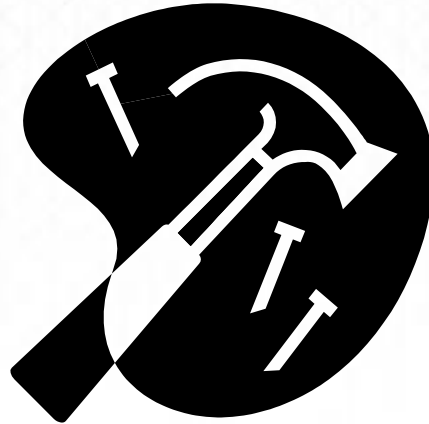
Customize reporting and search engine optimization recommendations to each location or website within a brand in unique markets.

- Close to 400 locations across 3 brands and growing rapidly
- Each franchise owner to receive custom report highlighting SEO successes and opportunities at a brand level as well as an individual studio level
- Franchise owners have the ability to improve the SEO on studio microsites and track results.



How to Scale Optimization:

Use BrightEdge to create relevant reports that allow each location or business unit to see progress over time and to have the tools to affect change.




Solution: Step 1

Create a dashboard per location.

Dashboard

Easy, powerful dashboard reporting ▼ [Show Me](#)



Easy, powerful dashboard reporting

Get visibility into your SEO performance and health with customizable, powerful SEO reporting, events tracking, and reports delivery. [Play Video](#)

EM Massachusetts - Plymouth ▼



[Make Default](#)

Events ▼

Jun 07, 2015 - Aug 29, 2015 ▼

BY:



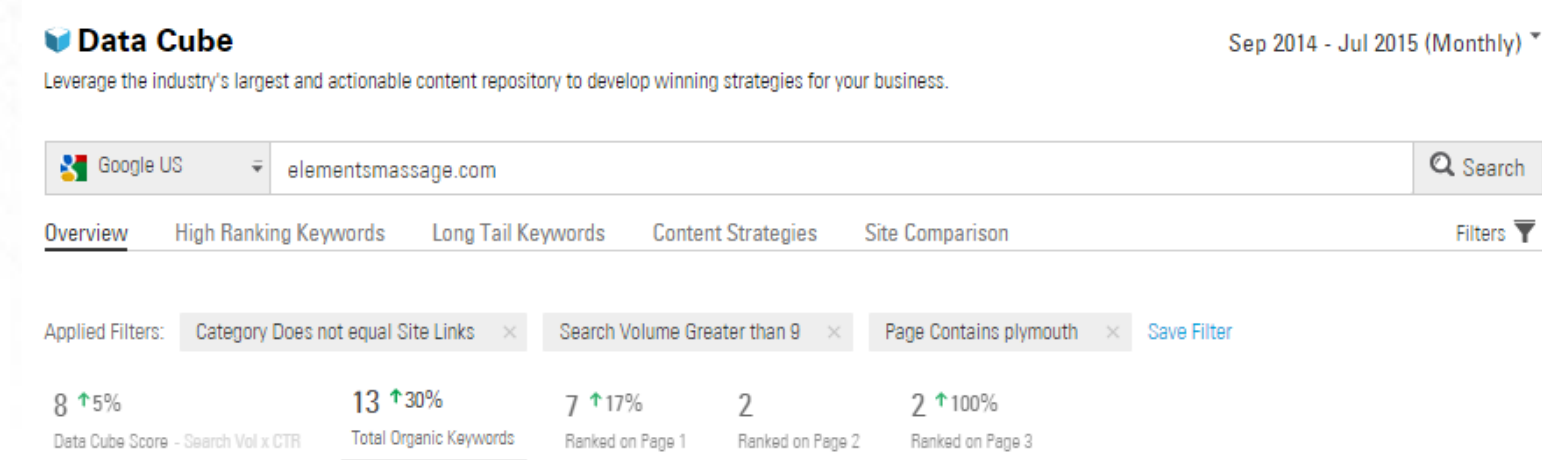
@brightedge #share15

Share



Solution: Step 2

Enter the url into the data cube and filter for page contains location.
Example: www.elementsmassage.com page contains Plymouth
Add this report to the studio's dashboard.



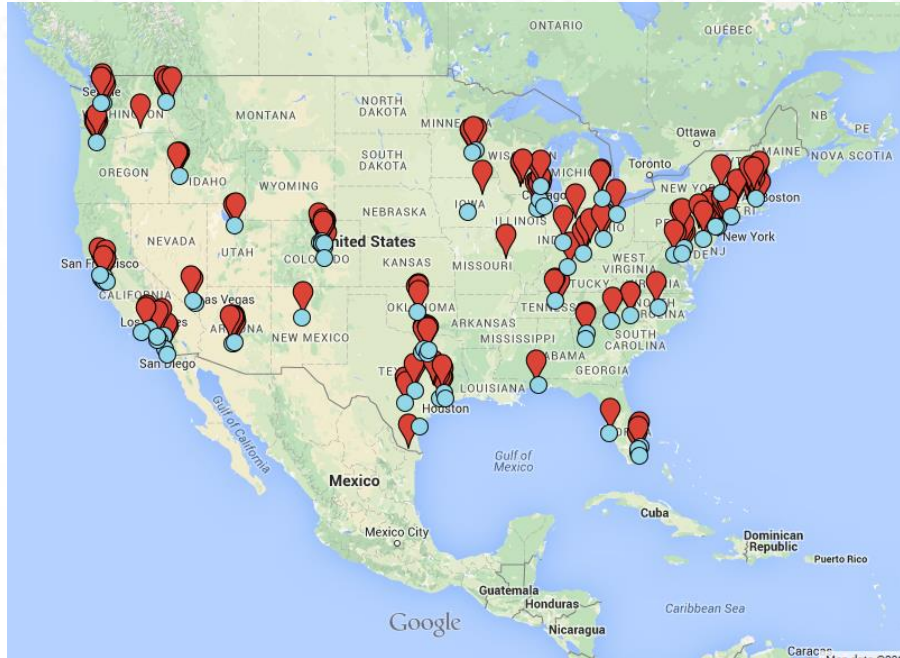
@brightedge #share15

Share



Solution: Step 3

Map each studio location to the nearest Google local search engine.



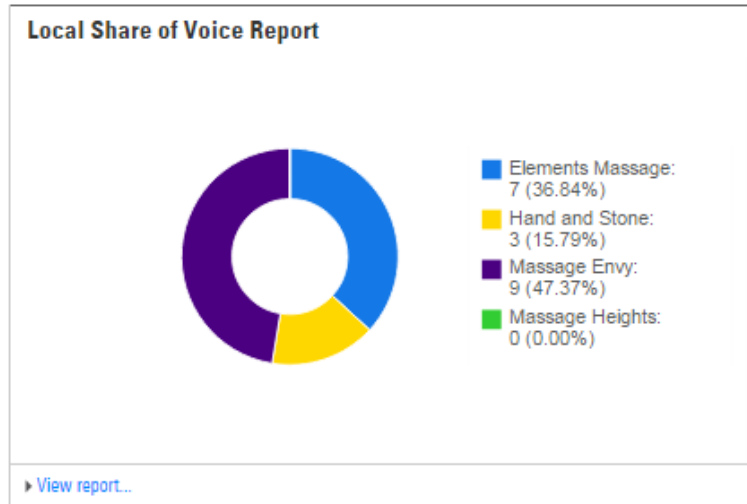
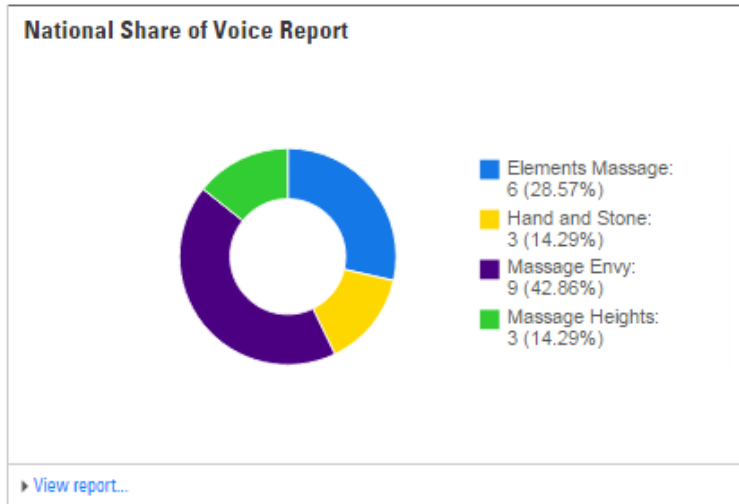
@brightedge #share15

Share



Solution: Step 4

Create a share of voice report at a national level based on Google U.S. search results and a local share of voice report based on the nearest Google local search engine so the studio owner can compare. Add to dashboard.



Solution: Step 5

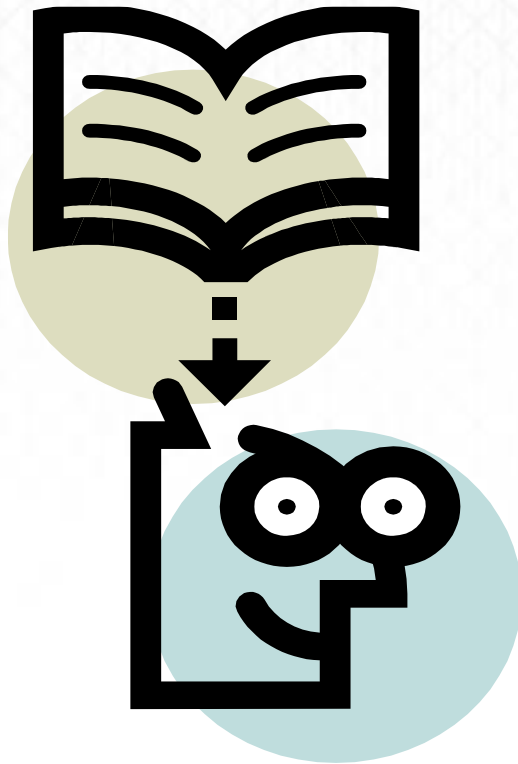
Select key keywords and add a Multiple Metric Table Report comparing blended rank, rank change and search volume of Google US to the studio's nearest local Google search engine. Add to the dashboard.

Multiple Metric Table Report						
Keyword (Week Aug 23)	Google Tempe, AZ		Search Volume	Google US		Search Volume
	Blended Rank	Change		Blended Rank	Change	
Massage	13	3 ▲	480	24	13 ▲	246,000
elements massage	1	-	260	1	-	33,100
massage therapy	30	-	70	53	5 ▼	33,100
swedish Massage	36	65 ▲	40	46	2 ▼	33,100
massage therapist	Not Ranked	-	30	Not Ranked	-	22,200
prenatal Massage	46	55 ▲	20	61	4 ▼	14,800
hot stone Massage	33	2 ▲	10	29	10 ▼	8,100
sports Massage	Not Ranked	-	10	Not Ranked	-	5,400
therapeutic Massage	16	2 ▼	20	6	1 ▼	5,400
trigger point Massage	24	2 ▲	10	22	-	4,400
Elements Therapeutic Massage	1	-	10	1	-	2,900

[View Report](#)

Solution: Step 6

Educate the report recipients on SEO, what the report means and how they can affect change. To do so, create educational videos and add dashboard notes that explain each report.



@brightedge #share15

Share



Solution: Step 7

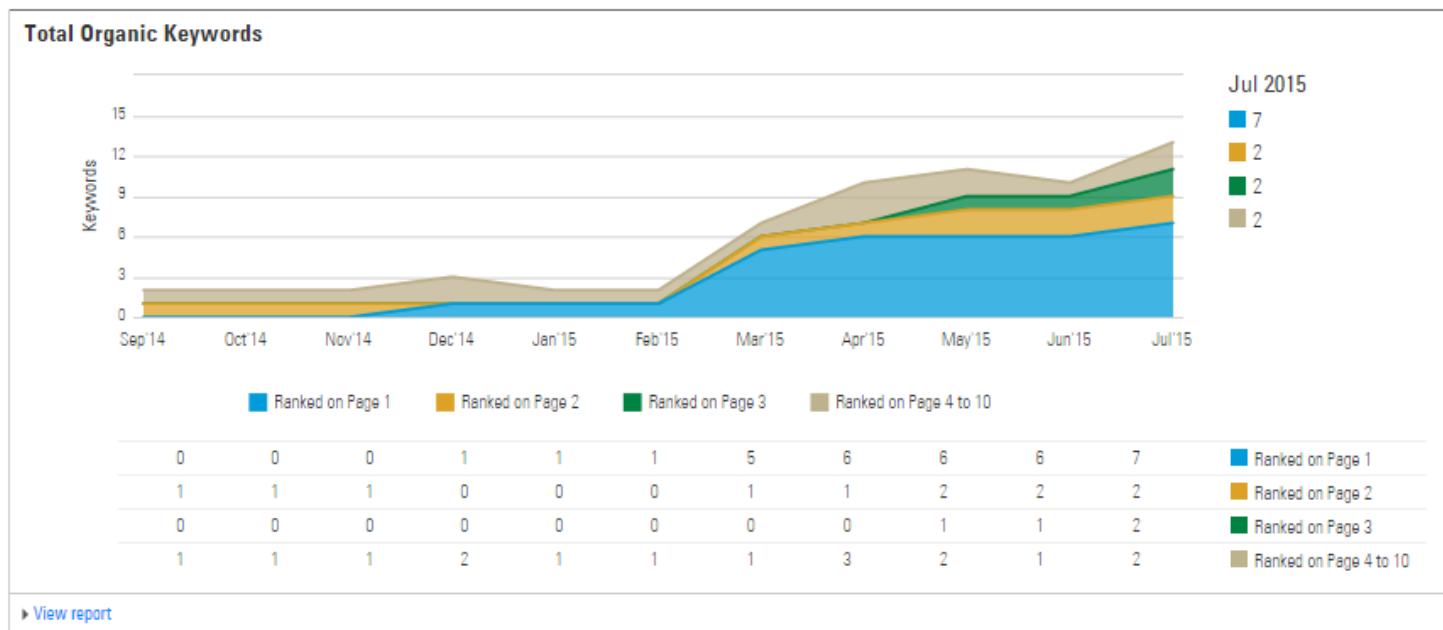
Provide support. Recipients will have questions when they first receive the reports but once they begin to understand and use the reports, they will begin to look forward to them each month.

Why is a keyword I do not want to rank for in my organic keywords data?



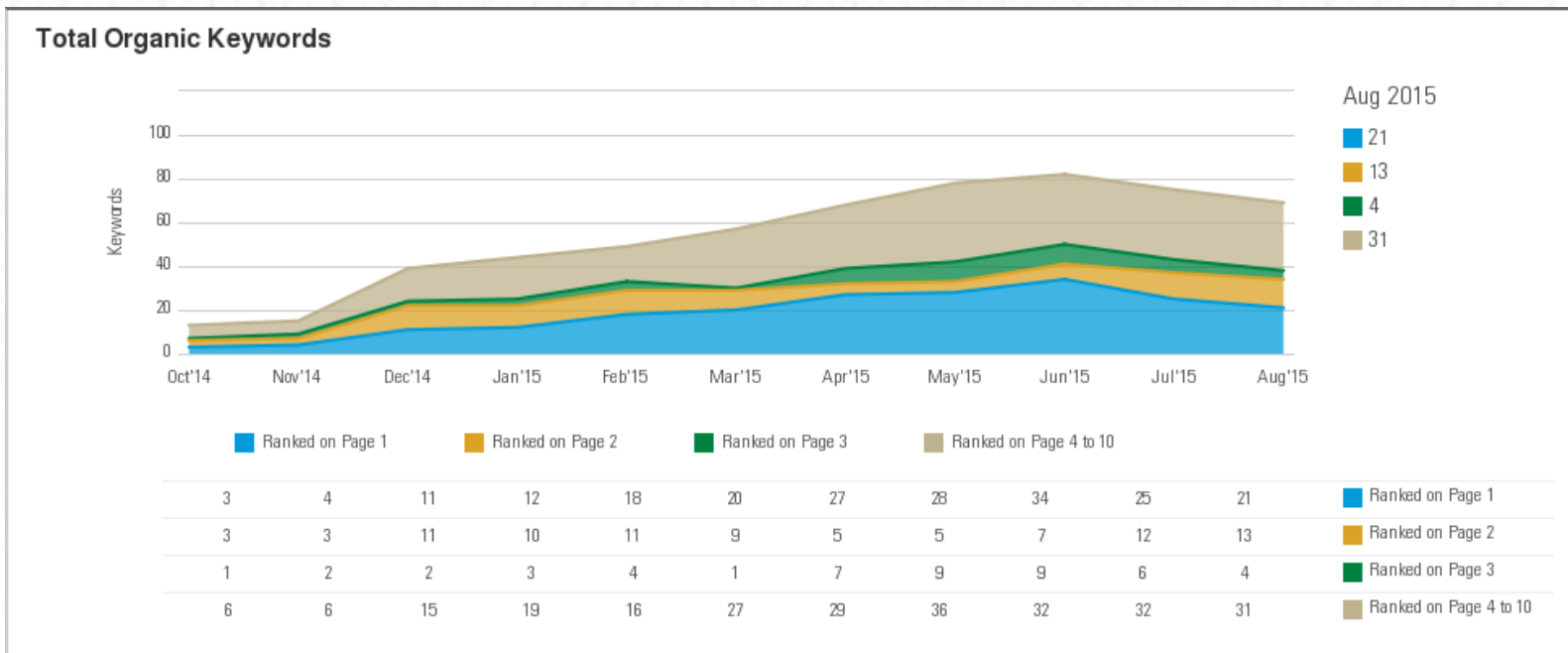
Results

Track results and show impact of efforts over time.



Example

Elements Massage Buckhead, GA



@brightedge #share15



Powered by **BRIGHTEDGE**



Example

Elements Massage Buckhead, GA

Total Organic Keywords Data					
Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category
buckhead massage therapy	2	99 ▲	elementsmassage.com/buckhead	10	Local 3-Pack
therapeutic massage atlanta	4	97 ▲	elementsmassage.com/buckhead	30	Local 3-Pack
massage therapists atlanta	23	78 ▲	elementsmassage.com/buckhead/our-therapists	10	Regular Web Listing
good spas in atlanta	68	No Change	elementsmassage.com/buckhead	10	Regular Web Listing
atlanta best spa massage	68	1 ▼	elementsmassage.com/buckhead	10	Regular Web Listing
24 hour spa atlanta	72	1 ▼	elementsmassage.com/buckhead	70	Regular Web Listing

@brightedge #share15

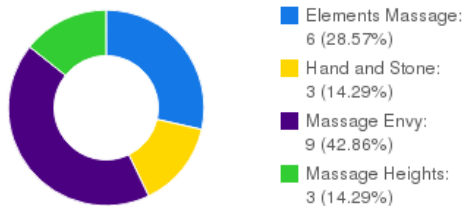
Share



Example

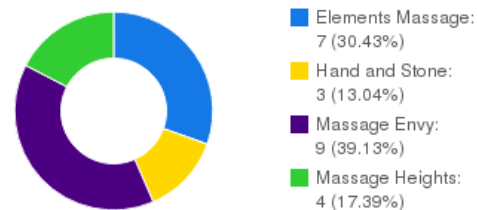
Elements Massage Buckhead, GA

National Share of Voice Report



Powered by **BRIGHTEDGE**

Local Share of Voice Report



Powered by **BRIGHTEDGE**



Example

Elements Massage Buckhead, GA

Multiple Metric Table Report						
Keyword (Week Sep 13)	Google Atlanta, GA		Search Volume	Google US		Search Volume
	Blended Rank	Change		Blended Rank	Change	
Massage	28	4 ▼	2,900	19	15 ▲	246,000
elements massage	1	-	320	1	-	40,500
massage therapy	64	4 ▲	390	Not Ranked	20 ▼	33,100
swedish Massage	37	23 ▲	480	65	4 ▼	33,100
massage therapist	29	72 ▲	320	Not Ranked	-	22,200
prenatal Massage	44	9 ▼	210	36	14 ▼	12,100
hot stone Massage	29	1 ▲	110	21	1 ▲	8,100
therapeutic Massage	3	-	110	8	5 ▲	6,600
sports Massage	Not Ranked	-	90	Not Ranked	-	5,400
trigger point Massage	23	7 ▲	70	20	2 ▲	4,400
Elements Therapeutic Massage	1	-	20	1	-	2,400

Powered by BRIGHTEDGE

@brightedge #share15

Share



Practical Takeaways

- Establish which reports would be most beneficial for recipients to receive.
- Customize the report using filters in the Data Cube
- Localize the reports by using local search engine data.
- Educate and empower report recipients.
- One-time setup provides long term results.